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ABSTRACT

This analysis aims to be a tool to reach out to the public on the issue of biodiversity. It is designed for executive directors, program directors, educators and communicators, and other leaders who plan and implement public communication and education programs and campaigns about environmental issues, including biodiversity. The roadmap intends to inform those who develop strategies to raise awareness and engage the public on biodiversity and related issues. Chapters include: (1) "The Challenge of Engaging the Public on Biodiversity"; (2) "What We Know about Public Attitudes"; (3) "What the Public Needs to Know"; (4) "Pathways to the Public"; (5) "Barriers to More Effective Public Outreach"; (6) Strengthening Capacity for Outreach"; and (7) "What Should We Say and To Whom?" (CCM)

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